

MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
POPULATION TECHNICAL ADVISORY COMMITTEE

March 23, 2010
MAG Office, Saguaro Room
302 North 1st Ave, Phoenix

MEMBERS IN ATTENDANCE

Kyle Mieras, Gilbert
*Bryant Powell, Apache Junction
*Eric Morgan, Avondale
A-Brian Rose, Buckeye
*DJ Stapley, Carefree
*Usama Abujbarah, Cave Creek
Jason Crampton, Chandler
A-Mark Smith, El Mirage
A-Eugene Slechta, Fountain Hills
*Terry Yergan, Gila River Indian Community
Thomas Ritz, Glendale
A-Katie Wilken, Goodyear
*Gino Turrubiarres, Guadalupe
*Rick Buss, Town of Gila Bend
*Sonny Culbreth, Litchfield Park

John Verdugo for Matt Holm, Maricopa County
Wahid Alam, Mesa, Acting Chair
A-George Burton for Molly Hood, Paradise Valley
A-Ed Boik, Peoria
Chris DePerro for Debra Stark, Phoenix
Dave Williams, Queen Creek
*Bryan Meyers,
Salt River Pima-Maricopa Indian Community
A-Eddie Lamperez, Scottsdale
A-Sherri Lesser for Lisa Collins, Tempe
Janet Strouss for Anne McCracken, Valley Metro
*Lloyce Robinson, Youngtown

* Not in attendance

A - Participated via audioconference

OTHERS IN ATTENDANCE

Jami Garrison, MAG
Jason Howard, MAG
Kelly Taft, MAG
Rita Walton, MAG

Al Nieto, Census Bureau
Jim Mussat, Census Bureau
Tammy Perkins, Phoenix
Max Enterline, Phoenix

1. Call to Order

The meeting was called to order at 10:06 a.m. by Acting Chairman Wahid Alam.

2. Call to the Audience

No comments were made by the audience.

3. Approval of the Meeting Minutes of December 15, 2009

Chris DePerro moved, Thomas Ritz seconded and it was unanimously recommended to approve the meeting minutes of February 23, 2010.

4a. Phoenix Complete Count Committee (CCC)

Tammy Perkins said the City of Phoenix CCC and five subcommittees: Media, Business, Minority Outreach, Community & Schools, and Communities of Faith are meeting regularly, have developed their action plans, and are focusing on outreach to the community the 2010 Census message.

Tammy Perkins provided an update on the five subcommittees. Ms. Perkins noted the Communities of Faith subcommittee hosted the Census Faith Community Breakfast on March 12, 2010 at First Institutional Baptist Church. She said they had over 150 individuals representing about 24 different faiths attend. Cedric Grant from the U.S. Department of Commerce was the speaker. After the breakfast they handled a lot of questions about the Census, most of them in Spanish. Questions were asked about what the Census means and how individuals can help raise awareness in their community.

Tammy Perkins distributed copies of a few flyers that are available in the Phoenix Census Media Kit. The Kit is available online at phoenix.gov/census2010.

Tammy Perkins reported on the Latino Outreach Forum hosted by the Minority Outreach subcommittee on March 3, 2010. About 40 individuals attended the event, representing various local, regional and national Latino organizations. They agreed to continue to meet regularly to address low Census participation areas as the data become available on the Census Bureau's website. Tammy added that the Minority Outreach subcommittee developed a flyer to be used in their service delivery activities. It is in both English and Spanish plus includes logos of the community organizations that are involved with the minority subcommittee which will help with awareness and build trust.

Tammy Perkins reported on Census 2010 outreach efforts by the City of Phoenix which includes Census 2010 information printed on Phoenix water and APS electric utility bills. A sample bill was distributed. Another publication she shared was an English/Spanish tabloid provided free of charge by the Arizona Republic and distributed with the newspaper deliveries in Phoenix zip codes. Extra copies of the tabloid are available from the City of Phoenix.

Tammy Perkins reported on staff changes at the City of Phoenix. Melissa Stewart, who has been the administrative support for Census programs at the City of Phoenix, will be moving to the Budget and Research Department in early April. Carol Galton will be the new administrative support and point of contact for Census related activities. Also, due to budget constraints, Tammy's position at the City of Phoenix has been eliminated and she will be retiring in mid-May. Maria Hyatt will begin picking up the Census duties that Tammy is currently handling.

4b. "Count to '10" Census Outreach Group

Kelly Taft reported that Census Outreach efforts are now in full swing. She said that the Regional Media Buy as well as the National Media Buy are now being implemented. In addition to the paid

advertising we have been provided a number of value-added interview opportunities. She commented that these should have already begun playing on major television and radio stations within the past few weeks.

Ms. Taft provided a summary of the media buys. She reported that buys are scheduled in 15 minority publications, including Hispanic, African American, Native American, Asian American, Korean, Chinese, Filipino, and Lesbian, Gay, Bisexual, and Transgender (LGBT) publications. Those began in mid February and continue into April, with the majority running between March 1 and March 29. There are 8 minority radio stations running ads, and 4 Spanish language television stations, including Univision, Telefutera, Telemundo and Azteca America. There are also buys scheduled on 14 English speaking FM radio stations, which began in early March and run through April 11th. There are 7 television stations, including 3, 5, 10, 12, 15, 45, and Cox cable that are running paid advertisements, which began in February and continue through April 19th. There are buys in 14 Community Newspapers, including Ahwatukee, Avondale, Central, North and Northeast Phoenix, Chandler, East Mesa, Gilbert, North and South Glendale, North and South Scottsdale, Peoria, and Tempe.

Kelly Taft added a reminder that along with these advertisements we are receiving numerous value added opportunities which include media van stops, interview segments on television and radio, editorial options, and web links and web banners on the media sites. These bonuses equate to several hundred thousand dollars in free advertising.

Kelly Taft reported that on March 15 Census Bureau Director Robert Groves was in Phoenix to launch the national mailout and during his visit there was a meet and greet opportunity with local officials as well as a number of national and local press opportunities. During the meet and greet opportunity Director Groves was asked how we may be of the greatest assistance in this effort. He responded that if communities can utilize the real-time online tracking feature and respond quickly to target outreach efforts to those areas that are slow to respond, that could have a major impact on increasing the mailback response rates. Ms. Taft provided the web address for the online tracking feature and noted that a demo of the map will be given later in the meeting. The web address is: <http://2010.census.gov/2010census/take10map>

Ms. Taft added that there are a couple of “hot” issues which she elaborated on. She said that one issue that has caused some confusion is that many residents who received census correspondence have noticed that the materials delivered to their household contained the wrong city or zip code. The Census Bureau states that this is a result of an efficiency cost-saving measure that streamlines how the forms are sorted and delivered by the U.S. Postal Service. However, it will NOT affect which city, town or block your household’s responses will be assigned to as the barcodes on the form are correctly geocoded and will assign your data to the correct geographic area.

Another issue that Ms. Taft noted is receiving much media attention has to do with the questions regarding race and ethnicity. Because Hispanic origins reflect ethnicity rather than race, question number 8 asks about ethnicity but question 9 provides only race categories, including American Indian or Alaska Native, White, Black or African American, Asian, and Native Hawaiian or Pacific Islander. This has caused some confusion and misunderstanding, especially among those who do not identify with any of the races listed in the form. Ms. Taft said that the response to this has been that if an individual does not identify with any of the specified race groups, they may mark the “Some other race” category and write in their race or races, as it is a self-identification question.

Kelly Taft also noted that some groups have objected to the fact that the race question is asked at all and have called on people to write “American” in the race box. For data purposes, American is not a racial group and the Census Bureau has been working to explain why this is not a good idea. For example, this defeats a major purpose of the Census which is to ensure compliance with civil rights laws designed to outlaw discrimination in everything from employment to housing to education. Ms. Taft said that the Count to ‘10 Committee is doing a lot of communication about why it is important to fill out the form correctly. She added that there is a lot of discussion also going on about what some perceive as intrusiveness of the questions. She directed the group to a link on the Census Bureau’s website that explains why each question is asked and may be helpful in answering questions from residents. The link is <http://2010.census.gov/2010census/interactive-form.php>

Kelly Taft reported that MAG created a Senior Census brochure that helps provide information to winter visitors. The file is available for download and printing to each member agency from www.magcensus.com.

Ms. Taft said that she has been getting a lot of questions from member agencies regarding the number to use to indicate how much each resident represents in terms of funding. She said that when you consider that Arizona receives about \$8 billion in federal funding and an additional \$1 billion in state shared revenue, it equates to an average of about \$1,550 in funding per resident per year or \$15,500 over 10 years. Multiply that by the number of residents undercounted to see how it can quickly add up to millions of dollars.

Kelly Taft reported that MAG member agencies have been busy with events and presentations ranging from booths at the TPC Open to the Chandler Ostrich Festival. She distributed a copy of draft notes from the March subcommittee meeting which she noted had highlights of events and presentations taking place. She added that there is also a significant outreach effort taking place with the Native American Community, which is also summarized in the notes distributed.

4c. Census Participation Rates

Jami Garrison gave a demonstration of the Census Bureau’s Daily Participation Rate Interactive Map. She explained that the map will allow local officials and residents to see how well their community is participating in the Census and be able to compare it to others. Ms. Garrison explained that a participation rate is different from a response rate that was used in the 2000 Census. A mail response rate is a percent of all households that mailed back their Census questionnaire. A mail participation rate is a percent of all households who received a form and mailed it back in. The difference is that the forms which are returned by the U.S. Postal Service as ‘undeliverable,’ most often vacant houses, are excluded from the mail participation rate calculation. The Census Bureau expects this to provide a truer picture of public participation in the Census. The map displays state, county, city and census tract level participation rates. The map can be found online at this web address: <http://2010.census.gov/2010census/take10map>

Jami Garrison also reported that at this same web address there is also an interactive map for finding a Questionnaire Assistance Center. Information on hours of operation and languages spoken are available via this online map.

4d. Phoenix Local Census Office Operations

Al Nieto, Early Local Census Office manager, provided an update on the implementation of Questionnaire Assistance Centers (QACs). He said that the local Census offices are fielding many questions right now, including many questions on how to get a replacement Census form. Mr. Nieto reported that there are approximately 350 QACs throughout Maricopa County in addition to “Be Counted” site boxes which carry additional questionnaires for people who may need one. The QACs are manned sites where residents come with their form and get one-on-one assistance in filling out the form. The “Be Counted” boxes are additional questionnaires that are available in English, Spanish, Chinese, Korean, Vietnamese, and Russian.

Tammy Perkins asked if a list of the QACs could be made available. Al Nieto said that yes he could make a list available and that he would send out a list to Tammy as well as Jami Garrison who could distribute to POPTAC members. Mr. Nieto cautioned that the list would be changing as they continue to monitor the sites and make adjustments as sites are closed or new ones opened.

Wahid Alam asked if the QACs list is Phoenix only or the whole region. Al Nieto said that yes, it is for the whole Maricopa County area and he will provide the list to both Ms. Perkins and Jami Garrison.

Al Nieto provided an update of the count operations. On Monday, March 29th, they will begin counting all of the shelters in the region. On Tuesday evening, March 30th, they will be counting the homeless. He explained how the staff have been trained to approach the homeless so as to not frighten or intimidate them. Census Bureau employees will work with mobile food vans that provide meals for the homeless as well as go to known areas where homeless people are reported to congregate.

Mr. Nieto reported that they will also begin training the Non-Response Follow-up staff. These are the enumerators who go out door-to-door to get counts from households that did not turn in a questionnaire. He reported they will be training approximately 8,000 enumerators in addition to 2,000 ‘replacement’ enumerators that will be used to replace those who quit before the job is complete. The first training will be April 27 through April 30. There are almost 550 sites where training will be taken place. Replacement, or back-up, enumerators will be trained May 4-May 7 and there are just over 60 training sites set up for that.

Mr. Nieto said that households can be contacted up to six times. Three times by telephone and then three times in person at the home. If information is still not collected after those six attempts, then enumerators will talk to neighbors to try to get information for the count.

4e. 2010 Boundary Annexation Survey (BAS) and Boundary Validation Program (BVP)

Jami Garrison reported that 2010 Boundary Annexation Survey (BAS) have been complete. Responses to the BAS were due to the Census Bureau on March 1. She said that the BAS is important because the information is used when reporting the results of the decennial and economic censuses and to support the American Community Survey (ACS) as well as the Census Bureau’s Population Estimates Program.

Ms. Garrison also reported on the Boundary Validation Program (BVP). She said that the BVP provides an opportunity for the Highest Elected Official in each community to review the Census Bureau’s boundary data for their jurisdiction. She reported that Phase One of the BVP is complete.

In Phase One, the Highest Elected Official was to review the legal boundary for accuracy and return the completed BVP form within ten days of receipt if the information was correct. If the information was not correct then the Official was to work with the BAS contact for their jurisdiction to ensure any changes or corrections are submitted via the BAS. If the BVP form was not returned, then the Census Bureau assumed the boundary information was correct.

Jami Garrison stated that for those who responded that their boundary was incorrect, they will be involved in Phase Two of the BVP this summer.

Chris DePerro asked if boundary corrections made during the BAS program would be seen for Phase Two of the BVP. Rita Walton replied, that yes, the Highest Elected Official will be provided the updated boundary and asked to verify that as part of Phase Two of the BVP.

4f. Participant Statistical Areas Program (PSAP) Verification Phase

Jason Howard provided an update on the PSAP verification process. He said that all MAG member agencies that had significant changes made by the Census Bureau to their submitted statistical entities have been notified. All member agencies have acknowledged, and most have accepted, the changes as made by the Census Bureau. Mr. Howard said that MAG is working with a few member agencies on some small changes and he expects those to be submitted to the Census later this week. He said that PSAP is nearly at an end for this decade with the deadline for PSAP verification being March 31st. Jason Howard thanked all the member agencies for helping out and working hard on this program.

4. Timeline

Jami Garrison referred to the timeline available as Attachment One of the meeting Agenda Packet. She reported that MAG continues to monitor and work with the Census Bureau to ensure MAG member agencies are aware of and meet any deadlines in order to obtain an accurate and complete 2010 Census count. She indicated that there have been no changes to the timeline since the last meeting.

Chris DePerro said that he had not received any feedback from the Census Bureau on the LUCA appeal submittal and asked when they can expect that. Rita Walton said that jurisdictions had not yet received formal notices but if they call the Census Bureau directly and ask they will get an answer.

5. Land Use Data Collection

Jason Howard reminded the POPTAC members that MAG staff are completing draft versions of General Plan Land Use and Existing Land use databases. He said that to ensure that MAG has the best available information, MAG has been asking member agencies to review these databases. Members of the POPTAC will have begun receiving review materials earlier this month. If review materials have not yet been received, they will be coming shortly.

Mr. Howard also reported that a draft Development Areas database is still in progress and will be released for member agency review next month.

Jason Howard said that as part of the land use datasets maintained by MAG, a common land use code is used for all three datasets. In 2009, MAG staff updated the MAG land use codes with

member agency input for single-use land uses. MAG staff would now like to confirm mixed use defaults and classifications for member agencies. MAG staff would like to accomplish this over the next few months. Member agencies will be requested to provide comments on mixed use classifications as MAG staff understand them to be.

6. Arizona Department of Commerce Update

Rita Walton provided an update on activities at the Arizona Department of Commerce (ADOC). She reminded the POPTAC that the Council for Technical Solutions (CTS) was established by the State Demographer in February 2009. This group currently meets monthly although Ms. Walton indicated that the meetings may move to every other month. The goal of the group is discuss population estimates and projections methodology as well as the data inputs for both of these. At the last meeting there was a discussion by Marshall Vest from the University of Arizona Eller School of Management, on his econometric model. The CTS is looking to possibly incorporate an econometric model into the demographic model at the state and county levels.

Rita Walton reported that MAG has sent ADOC the residential completion data for the first two quarters of FY2010 (last 2 quarters of CY2009). Shortly after July 1, 2010, the residential completion data for the last two quarters of FY2010 (first two quarters of CY2010) as well as the annexation and group quarters data for entire fiscal year (2010) will be submitted.

Wahid Alam asked if the ADOC or CTS is exploring other types of models. Rita Walton responded that they are looking at two sets of models. Previously, the state projection model has been a demographic model and now they are looking to bring some type of econometric model into that equation. For the estimates they are not anticipating doing anything different with residential completions but they are looking at bringing more information on vital statistics (births and deaths). The big issue that is being reviewed is the occupancy rates and persons per household and how to maintain accurate information over time.

7. Regional Updates

Mark Smith from the City of El Mirage said that their General Plan update has gone through its 60-day review. Comments have been received and a matrix with these comments along with responses is being prepared. The Planning Commission will hold their hearing next month (April 2010) and the Council will hold their hearing in May. The General Plan will go to the voters in November.

Brian Rose from the Town of Buckeye told the members of the POPTAC that this is his final meeting on the POPTAC as he will be leaving the Town of Buckeye to work in a new position in New Hampshire. He thanked the members for the opportunity to work together on the committee and wished everyone farewell. Wahid Alam wished him good luck and thanked him for his service and dedication to the POPTAC.

Rita Walton expressed appreciation to Mr. Rose for his dedication to the committee and his work with MAG. She also added a note of thanks and appreciation to Tammy Perkins for her time and hard work with the Census and with MAG.

Wahid Alam said that their Zoning Code update is coming to a close at the City of Mesa. The City of Mesa is looking for a public draft to come out soon with a target of end of summer for the completion.

8. Chair and Vice Chair

Jami Garrison provided an update on the status of POPTAC Chair and Vice Chair positions. She said that on March 1, 2010 George Pettit, Gilbert Town Manager and Chair of the POPTAC announced his retirement. According to the MAG Committee Operating Policies and Procedures, the Vice Chair, Debra Stark, Phoenix Planning Director would be Chair for the unexpired term of the previous Chair. However, on March 8th Debra Stark announced that she will be joining the Phoenix Mayor's Office as Chief of Staff and will be unable to continue on as Chair of the POPTAC. This creates two vacancies, one for Chair and another for Vice Chair of the MAG POPTAC.

Jami Garrison said that MAG staff had sent out a notice on March 17th notifying all member agencies of the vacancies and soliciting letters of interest for both Chair and Vice Chair of POPTAC. Letters of interest should be sent by Wednesday, March 31st addressed to Councilwoman Peggy Neely, MAG Chair. The MAG Executive Committee will be requested to appoint a new Chair and Vice Chair of the POPTAC at their April 19, 2010 meeting.

9. Next Meeting of MAG POPTAC

Wahid Alam said the next meeting of the MAG POPTAC is scheduled for Tuesday, April 27, 2010 at 10:00 a.m. The meeting adjourned at 11:10 a.m.